



HP Snapfish ushers in a revolution in the online photography space

HP Snapfish unveiled a slew of initiatives to further consolidate its leadership in the Indian digital photography space. Targeted at India's burgeoning digital families, HP Snapfish announced the launch of its unique and first-of-its-kind Photobooks as well as Free Picture Mover Software. While Photobooks form a part of HP's range of photo gifts including flip books, canvas prints, posters, greeting cards, calendars, collage prints/posters, t-shirts, mugs and



key chains; the Picture Mover software is aimed at providing users with an effective way of both transferring and managing their photos. *HP Snapfish Photobook* is a customized, durable, hardcover, digital album which can be ordered online. With a reasonable starting price of Rs. 199, Photobooks make ideal gifts for weddings, anniversaries and birthdays alike, bringing alive the memories from past. It is a must have for weddings and large functions, you choose the way the story goes!

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